



WEWS

ORDER

Print Date 09/24/12

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Flight Dates **09/25/12-10/01/12**

Contract / Revision **304812 /**

Original Date / Revision
07/16/12 09/19/12

Advertiser **Crossroads GPS**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Crossroads GPS. 09.25-10.01.12

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1005**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	77	\$73,780.00	\$86,800.00	0.00	08/27/12	09/30/12	77	\$73,780.00	\$86,800.00
October 2012	18	\$16,745.00	\$19,700.00	0.00	10/01/12	10/01/12	18	\$16,745.00	\$19,700.00
Totals	95	\$90,525.00	\$106,500.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/25/12	10/01/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$550.00	P-2	0.00	NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--	8					\$550.00		0.00			
Week:		10/01/12	10/07/12	M-----	2					\$550.00		0.00			
N 2	WEWS	09/25/12	10/01/12		CM	7-9a	MTWTF--	:30	8	\$600.00	P-2	0.00	NM	10	\$6,000.00



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Print Date: 09/24/12

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Contract / Revision **304812** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 07/16/12/ 09/19/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Crossroads GPS. 09.25-10.1** Estimate # **1005**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F GMA 7-9a										
				M-F GMA 7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					8	\$600.00		0.00		
Week:		10/01/12	10/07/12	M-----					2	\$600.00		0.00		
N 3	WEWS	09/25/12	10/01/12	M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$1,300.00	P-2	0.00 NM	3	\$3,900.00
				M-F 11-12p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-T--F--					2	\$1,300.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,300.00		0.00		
N 4	WEWS	09/25/12	10/01/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	4	\$1,000.00	P-1	0.00 NM	5	\$5,000.00
				M-F 12-1p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-TWTF--					4	\$1,000.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00		
N 5	WEWS	09/25/12	10/01/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	5	\$4,500.00
				M-F 4-5p Dr. Oz										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-TWTF--					4	\$900.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00		
N 6	WEWS	09/25/12	10/01/12	M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$550.00	P-2	0.00 NM	10	\$5,500.00
				M-F 1-2p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-TWTF--					8	\$550.00		0.00		
Week:		10/01/12	10/07/12	M-----					2	\$550.00		0.00		
N 7	WEWS	09/25/12	10/01/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	8	\$1,600.00	P-1	0.00 NM	9	\$14,400.00
				M-F 5-6p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-TWTF--					8	\$1,600.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,600.00		0.00		
N 8	WEWS	09/25/12	10/01/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,000.00	P-1	0.00 NM	5	\$10,000.00
				M-F 6-630p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-TWTF--					4	\$2,000.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$2,000.00		0.00		
N 9	WEWS	09/25/12	10/01/12	M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	4	\$2,000.00	P-2	0.00 NM	5	\$10,000.00
				M-Su 630-7p WNT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-TWTF--					4	\$2,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WEWS	09/24/12-09/30/12		M-Su 630-7p WNT		630-7p	-TWThF----	:30		(\$2,000.00)		0.00 NM		
See MG 9.6														
[N/A]														
6	WEWS	09/28/12-09/28/12		M-Su 630-7p WNT		630-7p	-----F----	:30		(\$2,000.00)		0.00 NM		
Ⓜ See MG 9.7														
[N/A ON ENTRY]														
7	WEWS	09/25/12-09/28/12		M-F 6-630p News		6-630p	-TWThF----	:30		\$2,000.00		0.00 NM		
Ⓜ MG for 9.6 09/28														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M-----					1	\$2,000.00		0.00		
N 10	WEWS	09/25/12	10/01/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
				7-730p The List										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-TWTF--					4	\$1,000.00		0.00		



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS. 09.25-10.1**

Estimate # **1005**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	WEWS	09/25/12	10/01/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00			
N 11	WEWS	09/25/12	10/01/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					6	\$1,000.00		0.00			
Week:		10/01/12	10/07/12	M-----					2	\$1,000.00		0.00			
N 12	WEWS	09/25/12	10/01/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$900.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00			
N 13	WEWS	09/25/12	10/01/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	5	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF-S					5	\$2,400.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$2,400.00		0.00			
N 14	WEWS	09/30/12	09/30/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					2	\$600.00		0.00			
N 15	WEWS	09/30/12	09/30/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					2	\$1,300.00		0.00			
N 18	WEWS	09/25/12	10/01/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$1,200.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$1,200.00		0.00			
Totals														95	\$106,500.00